

What is claimed is:

1. An information delivery system, comprising:

a computer terminal; and

an information provider server,

wherein said computer terminal and said information provider server are connected with each other via a network;

said information provider server transmits content to said computer terminal in response to being accessed by said computer terminal; and

said computer terminal accesses a predetermined server via a network, and automatically retrieves display delivery information, in the case where an entering operation is not executed for a predetermined period of time after said computer terminal displays the received contents as display information.

2. The information delivery system according to claim 1, further comprising:

an information delivery server connected to the network,

wherein said information delivery server provides the delivery information in response to being accessed by said computer terminal.

3. An advertisement delivery system for automatically delivering advertisements to a viewer computer terminal via a network, comprising:

an information receiving program embedded in an HTML formatted content which is obtained by the viewer computer terminal via the network,

wherein advertisement information, which is delivered in response to access by the viewer computer terminal, is displayed on a screen of the viewer computer terminal based on predetermined conditions, after the HTML formatted content having said information receiving program embedded is displayed on the viewer computer terminal.

4. The advertisement delivery system according to claim 3, wherein said information receiving program received via the network is embedded in the HTML formatted content, based on tag information provided in the HTML formatted content obtained by the viewer computer terminal.

5. The advertisement delivery system according to claim 3, wherein said information receiving program itself is embedded in the HTML formatted content, in any one case of a case where the HTML formatted content passes through a relay server for relay of a server providing the HTML formatted content, and a case where the HTML formatted content passes through a

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provider for providing the viewer computer terminal with a connecting service.

6. The advertisement delivery system according to claim 3, wherein the information receiving program is embedded based on tag information which is embedded in the HTML formatted content on a relay server for relay of a server providing the HTML formatted content, or based on tag information which is embedded in the HTML formatted content at the time the HTML formatted content passes through a provider, the provider providing the viewer computer terminal with a connecting service.

7. An information delivery program, causing a computer to execute:

- an entering operation judgment function for judging that an entering operation by a user is not executed for a predetermined period of time under a condition that a Web page obtained via a network is displayed;

- a content obtaining function for obtaining content from a predetermined server via the network in the case that it is judged that the entering operation by a user is not executed by said entering operation judgment function; and

- a content display function for displaying the content obtained by said content obtaining function.

8. The information delivery program according to claim 7, wherein the content is displayed in place of the displayed Web page in said content display function.

9. The information delivery program according to claim 8, causing a computer to further execute a display restart function for restarting to display the Web page in the case where a predetermined entering operation is executed by a user, after the content is displayed in place of the displayed Web page by said content display function.

10. The information delivery program according to claim 7, causing a computer to further execute:

- a category specifying function for allowing a user to specify a category which the user desires to obtain by use of said content obtaining function; and

- a writing function for writing information regarding the category specified by said category specifying function into a cookie as user information.

11. An information delivery program for executing a predetermined function

on an HTML formatted content obtained via a network and displayed on a computer, said program causing a computer to operate:

a supervising means for supervising an operation by a viewer for a browser equipped with a computer in a state that the HTML formatted content is displayed by the browser; and

a displaying means for displaying an obtained delivery content in place of the HTML formatted content in the case where the operation by the viewer for the browser is not executed under a predetermined condition.

12. The information delivery program according to claim 11, wherein the delivery content is any content specified in a server side providing the HTML formatted content, and content which the browser obtained by accessing an information delivery server connected to the network.

13. The information delivery program according to claim 11, wherein the supervising function is provided with a timer function operating by counting up after the HTML formatted content is displayed by the browser, or by counting up after a predetermined entering operation is executed by a viewer, and the operation by the viewer is supervised by use of the timer function.

14. A server which is connected to a network and provides a computer apparatus connected to the network with a predetermined program, said server comprising:

an accepting means of a program receiving request for accepting a program receiving request executed based on tag information contained in an HTML content which is obtained by the computer apparatus via the network; and

a program providing means for providing an information receiving program based on the program receiving request accepted by use of said accepting means of the program receiving request, the information receiving program being for accessing a predetermined server via the network from the computer apparatus to pull a screen saver page, which is to be displayed on the computer apparatus.

15. An information delivery server, which is connected to a network and provides a computer apparatus connected to the network with contents, the information delivery server comprising:

an access accepting means for accepting access from the computer apparatus based on an action of an information receiving program for an

HTML content displayed on the computer apparatus; and

a delivery information providing means for providing the computer apparatus with information delivery content in response to being accessed by the computer apparatus and based on the information receiving program, the information delivery content being automatically displayed when a predetermined entering operation is not executed for the displayed HTML content.

16. The information delivery server according to claim 15, further comprising a judgment means for judging whether or not the computer apparatus belongs to a predetermined group,

wherein said delivery information providing means provides the computer apparatus with the information delivery content being within a range predetermined for each predetermined group.

17. The information delivery server according to claim 15, wherein said delivery information providing a means to refer cookie information at the time of the access from the computer apparatus, selects the delivery content based on the referred cookie information, and provides the computer apparatus with the delivery content.

18. The information delivery server according to claim 15, wherein the information of a delivery content provided by said delivery information providing means is any one of a URL of the destination to which the delivery content is delivered and the delivery content itself, in which access to the other site is not required.

19. An advertising information delivery method for delivering advertising information to a viewer computer terminal via a network, said advertising information delivery method comprising the steps of:

embedding an information receiving program in the HTML content obtained by the viewer computer terminal;

supervising an entering operation for the viewer computer terminal by use of the information receiving program after the HTML content is displayed on the viewer computer terminal; and

delivering the advertising information to the viewer computer terminal from a predetermined server via the network by access from the viewer computer terminal when the entering operation is not executed for the viewer computer terminal for a predetermined period of time.

20. The advertising information delivery method according to claim 19,

wherein it is determined whether a predetermined operation is executed or not for the viewer computer terminal, and when the specified operation is executed, the advertising information is delivered without awaiting a passage of the predetermined period of time.

21. A saver page display method for displaying a saver page on a viewer computer terminal equipped with a browser, comprising the steps of:

- obtaining a Web page via a network;

- determining whether or not a first condition is satisfied after the Web page is displayed by the browser;

- allowing the saver page to be delivered via the network in response to an access from the viewer computer terminal when the first condition is satisfied;

- displaying the saver page delivered is displayed by use of the browser in exchange for the Web page;

- determining whether or not a second condition is satisfied after changing to a saver mode, in which the saver page is displayed by use of the browser;

- displaying the Web page by the browser when the second condition is satisfied.

22. The saver page display method according to claim 21, wherein the second condition is an entering operation previously registered as a user key.